What is claimed is:

1    1.      A method for controlling offers that are provided at a point-of-sale terminal, comprising:

2          providing a plurality of offers at a point-of-sale terminal;

3          measuring a performance rate of each offer, thereby defining a plurality of performance

4    rates;

5          selecting a subset of offers based on at least one of the plurality of performance rates; and

6          providing the subset of offers at a point-of-sale terminal.

1    2.      The method of claim 1, in which the step of providing a plurality of offers is performed

2    during a first time period; and in which the step of providing the subset of offers is performed

3    during a second time period which is subsequent to the first time period.

1    3.      The method of claim 1, in which the step of providing a plurality of offers comprises:

2          providing an offer of the plurality of offers at each of a plurality of terminals.

1    4.      The method of claim 1, further comprising:

2          measuring a performance rate of the subset; and

3          if the performance rate of the subset is less than a predetermined threshold,

4               providing the plurality of offers after the step of providing the subset of offers.

1    5.      The method of claim 1, in which the step of selecting a subset of offers comprises:

2          selecting offers that have at least a predetermined performance rate.

1  6.  The method of claim 1, in which the step of selecting a subset of offers comprises:

2      selecting a predetermined number of highest-performing offers.


1  7.  An apparatus for controlling offers that are provided at a point-of-sale terminal,

2  comprising:

3      a storage device; and

4      a processor connected to the storage device,

5      the storage device storing a program for controlling the processor; and

6      the processor operative with the program to:

7          provide a plurality of offers at a point-of-sale terminal;

8          measure a performance rate of each offer, thereby defining a plurality of

9  performance rates;

10         select a subset of offers based on at least one of the plurality of performance rates;

11  and

12         provide the subset of offers at a point-of-sale terminal.


1  8.  The apparatus of claim 7, in which the processor is further operative with the program to:

2          provide a plurality of offers during a first time period; and

3          provide the subset of offers during a second time period which is subsequent to

4  the first time period.


1  9.  The apparatus of claim 7, in which the processor is further operative with the program to

2  provide an offer of the plurality of offers at each of a plurality of terminals.


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1    10.    The apparatus of claim 7, in which the processor is further operative with the program to:

2            measure a performance rate of the subset; and

3    if the performance rate of the subset is less than a predetermined threshold,

4            provide the plurality of offers after a provision of the subset of offers.


1    11.    The apparatus of claim 7, in which the processor is further operative with the program to

2    select offers that have at least a predetermined performance rate.


1    12.    The method of claim 7, in which the processor is further operative with the program to

2    select a predetermined number of highest-performing offers.


1    13.    A method for controlling offers that are provided at a point-of-sale terminal, comprising:

2            providing a first offer at a point-of-sale terminal;

3            measuring a performance rate of the first offer; and

4            if the performance rate of the first offer is below a predetermined threshold,

5               providing a second offer at a point-of-sale terminal.


1    14.    An apparatus for controlling offers that are provided at a point-of-sale terminal,

2    comprising:

3            a storage device; and

4            a processor connected to the storage device,

5            the storage device storing a program for controlling the processor; and

6            the processor operative with the program to:

7      provide a first offer at a point-of-sale terminal;

8      measure a performance rate of the first offer; and

9      if the performance rate of the first offer is below a predetermined threshold,

10      provide a second offer at a point-of-sale terminal.


1   15.    A method for controlling offers that are provided at a point-of-sale terminal, comprising:

2      providing a first offer at a first point-of-sale terminal;

3      providing a second offer at a second point-of-sale terminal;

4      measuring a performance rate of the first offer;

5      measuring a performance rate of the second offer; and

6      if the performance rate of the second offer is less than the performance rate of the first

7 offer,

8      providing the first offer at the second point-of-sale terminal.


1   16.    An apparatus for controlling offers that are provided at a point-of-sale terminal,

2 comprising:

3      a storage device; and

4      a processor connected to the storage device,

5      the storage device storing a program for controlling the processor; and

6      the processor operative with the program to:

7      provide a first offer at a first point-of-sale terminal;

8      provide a second offer at a second point-of-sale terminal;

9      measure a performance rate of the first offer;

10              measure a performance rate of the second offer; and

11              if the performance rate of the second offer is less than the performance rate of the first

12    offer,

13              provide the first offer at the second point-of-sale terminal.


1    17.    A method for controlling offers that are provided at a point-of-sale terminal, comprising:

2          for each of a plurality of purchases,

3              determining an upsell in dependence on the purchase,

4              determining an upsell price, each upsell price being based on a purchase, and

5              offering to exchange the upsell price for the upsell;

6          measuring a performance rate of each upsell, thereby defining a plurality of performance

7    rates;

8          selecting a subset of upsells based on at least one of the plurality of performance rates;

9    and

10         providing the subset of upsells at a point-of-sale terminal.


1    18.    An apparatus for controlling offers that are provided at a point-of-sale terminal,

2    comprising:

3          a storage device; and

4          a processor connected to the storage device,

5          the storage device storing a program for controlling the processor; and

6          the processor operative with the program to, for each of a plurality of purchases:

7              determine an upsell in dependence on the purchase,

8          determine an upsell price, each upsell price being based on a purchase, and

9          offer to exchange the upsell price for the upsell;

10          measure a performance rate of each upsell, thereby defining a plurality of

11    performance rates;

12          select a subset of upsells based on at least one of the plurality of performance

13    rates; and

14          provide the subset of upsells at a point-of-sale terminal.

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